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Patentanmeldung Nr. Patent application No. Demande de brevet n°

02291282.8

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FRANCE

Bezeichnung der Erfindung/Title of the invention/Titre de l'invention:
(Falls die Bezeichnung der Erfindung nicht angegeben ist, siehe Beschreibung.
If no title is shown please refer to the description.
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Stand alone packaging for tubes

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Stand Alone Packaging for Tubes

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Brief description of the invention

This invention relates to a stand alone packaging for tubes or similar products.

10

Background of the Invention

Consumer products for skin care are contained in an appropriate primary packaging, such as a bottle, a plastic container, or in a tube. This primary packaging in turn is

15 usually packed into a secondary packaging, the function of which is to protect the product inside and to provide a means of presenting the product to the public.

The most frequently used secondary packaging is a card box in which the primary packed product is placed.

20 The presentation of the product to the consumer is important in that it allows conveying certain information about the product and helps the consumer to make his or her choice to purchase the product. Stand alone packages offer particular advantages in this regard in that they can easily be placed on the shelf, counter or other spots where the product is presented to the public.

25

Especially in case of tubes, a cardbox packaging is not practical in that it cannot be presented as a stand alone packaging.

30 Another problem associated with standard cardboard packages is that they do not allow the consumer to visually inspect the product that is packed inside. Making openings in the packaging results in insufficient strength causing the product to look unattractive and also to provide inadequate protection to the product packed therein.

Hence there is a need for secondary packagings for tubes that allow for a stand alone presentation of the product. There is an additional need for secondary packagings that allow an attractive presentation of the product packed therein and that allow an easy removal of the product. There is a further need to provide a secondary packaging for

5 tubes that allow the consumer to see and visually inspect the product while having sufficient strength to adequately protect the product packed therein. Additionally, there is a need for secondary packagings that can be stacked compactly in cardboxes used for transportation of the products in the distribution chain from manufacturer to user.

10 The present invention addresses these needs by providing a new stand alone packaging for tubes, having the particular features described herein.

Summary of the invention

15 This invention concerns a stand alone packaging for tubes or similar products. It has a back wall 2 and front wall 3, which are linked together at the top side 4. It further has a bottom wall 5 and a platform surface 6, which is linked to the back wall 2 and front wall 3. This platform surface 6 is parallel to the bottom wall 5 and has an opening 7 in which the tube narrowly fits. Platform surface 6 is connected by bottom wall 5 by an interior front wall 15 which becomes visible when opening back wall 2.

20 Top side 4 in itself may be a plane or it can be just a fold between front side 3 and back side 2.

25 The packaging optionally has a pack board opening 13 at the top. The pack board opening conveniently is located at top side 4.

30 The front wall is hinged to the top side 4 of the packaging and can be opened so as to remove the product inside. The back wall 2 has a closing means, which links the bottom portion of back wall 2 to interior front wall 15.

In one embodiment, back wall 2, at its bottom side, has a tab 8 that fits into an opening 9 at the fold between the bottom side of interior front wall 15, and bottom side 5.

5 In an embodiment of the invention, the platform surface 6 may have one or more grooves 12, e.g. two grooves, which provide extra strength to platform surface 6.

The back wall 2 or front wall 3 may optionally have an opening 10 in which the sealed part of the tube fits. This provides extra support to the tube, which is advantageous with narrower tubes.

10

In an embodiment of the invention, the opening 10 is at the top of back wall 2, in particular at the fold between top section 4 and back wall 2.

15 The package can be made out of one strip of material, which is linked together at two spots, one at the top, the other at the spot at the front wall where platform surface 6 is linked to it. Platform surface 6 therefore has a flap 11 whose purpose is to link platform surface 6 to back wall 2.

20 The invention further relates to strips of material, which can be transformed into a stand alone packaging as defined herein.

Detailed description of the invention

25 The stand alone packaging 1 according to the present invention is meant to contain tubes of different shapes and sizes. The shape of the tubes can be cylindrical, or close to cylindrical, i.e. having a cross-section, which is a circle or close to a circle. The tubes can also take other forms, i.e. a flattened form, i.e. having a cross-section, which is an ellipse or close to an ellipse, e.g. a flattened ellipse, or a square or rectangle, or close to 30 a square or rectangle, e.g. a square or rectangle with rounded edges.

The tubes are placed upside down in the packaging, i.e. with the part of the tube having the cap at the bottom side 5 of the packaging 1, and the portion at which the tube is sealed at the top side 4.

5 The tubes can be long or short, i.e. the ratio between length and width may vary.

The shape of the tube will impact the shape of opening 7 in the platform surface 6 in that this shape is adapted to the shape of the tube held therein. Opening 7 has the same or about the same shape and size as the cross-section of the tube held therein. The 10 dimensions of the stand alone packaging according to the invention are in relation to the tube packed therein, e.g. longer tubes requiring longer back an front wall 3 and back wall 2.

15 The tubes can be made of any material used in the art, e.g. plastic, metal, mono- or multi-layered. The products contained in the tubes may be any material known in the art to be packed in tubes. It can be personal care products, such as creams, gellies, pastes (e.g. tooth pastes). Examples of creams are moisturizing, anti-aging, sunscreen and the like creams. Other materials that can be packed in the tubes are food products, glues and other connecting materials, paints, filler materials and the like.

20 The material from which the packaging of the invention is made can be any material suitable for making secondary packagings. Preferably the package is made of card. The card can be mono- or multi-layered or can be covered by a layer or coating from another material such as plastic or metal. It can be printed or coated, partially or over 25 its complete surface.

As mentioned above, several of the dimensions of the packaging of this invention are related to the tube packed therein. Others can be chosen, e.g. the width of front and back surfaces 3 and 2, the dimensions of bottom surface 5 and 6 and the same of top 30 side 4. Also the shape of some of these surfaces may vary. In one embodiment all surfaces are squares or rectangles but in other embodiments the sides of back and front wall 2 and 3 can be rounded.

Back wall 2 and front wall 3 may optionally be provided with one or more openings allowing further means to visualize the tube packed in the packaging. In order not to loose too much strength, not these opening shall preferably not too big or too many. If desired, e.g. to make the product more attractive, these openings in back wall 2 or front wall 3 may be furnished with a transparent film.

Bottom wall 5 and platform surface 6 are parallel planes. They can be of different or of equal size. In some embodiments, back wall 2 and front wall 3 may have an additional fold where those walls hit platform surface 7 so that a the section of back wall 2 and front wall 3 between the bottom surface 5 and platform surface 6 form a separate wall, which may run in parallel where 5 and 6 are equally sized planes.

In one embodiment, top side 4 is formed by linking together the extensions of back wall 2 and front wall 3. The linking can be done by standard means, e.g. by gluing the two sides of top section 4 together.

Top side 4 may be of different sizes or shapes. Its size should be such that it provides sufficient surface to allow adequate linkage of the top sections of back wall 2 and bottom wall 5. In one embodiment it is just a fold between back wall 2 and bottom wall 5. In embodiments not requiring a pack board opening, top side 4 may be relatively small. In embodiments requiring a pack board opening top side 4 may be a bigger plane and should at least be big enough to allow an adequate positioning of opening 13.

The packaging 1 optionally has a pack board opening 13 at the top. In an embodiment of this invention opening 13 is located in top section 4, e.g. in about the middle of the plane forming top section 4. The opening 13 may have different shapes adapted for hanging on a suitable hanging means. One particular shape is rectangular, with rounded edges, with at the top middle part a small round-shaped recess in which the hanger fits.

Flap 11 is linked to back wall 2 so that platform surface 6 is held in place. This linking is also done by standard means, e.g. by gluing flap 11 to front wall 3.

The stand alone packaging of this invention has sufficient strength to adequately protect the tube packed therein. Additionally, the tube packed inside is visible to the consumer from the side, which is open. The packaging can easily be opened and closed in order to remove and place back the tube.

5

The packaging according to the invention further allows an attractive presentation of the tube packed therein. The packaging can be labeled, e.g. at its front or back walls, by adhering appropriate labels or by printing or coating, or a combination of these.

10 Another advantage is that the packages can be stacked compactly in card boxes.

The packaging of this invention can be presented as a stand alone product but in case it is furnished with a pack board opening it can also be presented on hangers.

15 The packaging of the invention can easily be manufactured by simple and low cost procedures, with limited waste of raw material. Compared to standard packagings for tubes which are completely closed card boxes the total amount of raw material that needs to be used for manufacturing the packagings of the present invention is less.

20 An additional feature of the packagings of the present invention is that they easily allow the front and back side to be broader, giving the packaging a larger facing, the latter referring to the side of the product that is visible to the consumer. This allows for more visibility of the information that can be put on the front or back side such as trademarks, drawings, color patterns, informative text and the like.

25

In one embodiment the packaging according to the invention is made out of one strip of material that is provided with grooves for folding. Subsequently the strip is folded and the front and back side of top portion 4 are linked together as well as flap 11 to front wall 3. The linking can be done by an appropriate glue.

30

The invention further relates to strips of material, which can be transformed into a stand alone packaging as defined herein. In one embodiment said strip comprises a

back section 2, a top side section 4, a front side section 3, a bottom section 5, a small front section 15, a platform surface section 6 and a flap 11.

The invention will be explained in detail with reference to the accompanying drawings.

5

Fig. 1 is a perspective view of one embodiment of a stand alone packaging 1 according to the present invention.

Fig. 2 is a side view of the embodiment of Fig. 1, with opened back panel 2.

10

Fig. 3 is a front view and Fig. 4 is a back view of the embodiment of Fig. 1.

Fig. 5 is a perspective view of another embodiment of a stand alone packaging 1 according to the present invention.

15

Fig. 6 is a side view of the embodiment of Fig. 5 without tube, and Fig. 7 is a back view of the embodiment of Fig. 5.

Fig. 8 is a perspective view of the embodiment of Fig. 5 with tube 14 and opened back

20 wall 2.

Fig. 9 shows a strip of material used for making the embodiment of Fig. 1.

Fig. 10 shows a strip of material used for making the embodiment of Fig. 5.

25

Fig. 1 shows a stand alone package 1 according to the invention with a closed back side 2. The latter and the front side 3 are linked together at the bottom of the top section 4. Top section 4 may optionally have a pack board opening 13.

30

More details can be seen from Figs. 2, 3 and 4.

Fig. 5 shows an alternative embodiment of the stand alone packaging of the invention in which the sides of the front side 3 and the back 2 are curved, which provides an elegant presentation of the packaging 1. In the embodiment represented in Fig 5, the curving is such that the top portion of front side 3 and back side 2 is wider than the bottom portion. This type of packaging may be advantageous to pack tubes, which are more flatly shaped (having a cross-section which an ellipse, a flattened ellipse or the like) which tubes usually are broader at the side where the tube is sealed, i.e. opposite to the cap side.

5 10 More details can be seen in Figs. 6 and 7.

Fig. 8 shows a perspective view of the embodiment of Fig. 5 with opened back wall 3 in which tube 14 is present. Tab 8 fits in opening 9.

15 Fig. 9 shows a strip of material of which the embodiment of Fig. 1 is made. The interrupted lines in the figures refer to the pre-folds. At these spots, the strip will be folded. Flap 11 will be glued to back side. The two interior sides of top side 4 will be glued together. Grooves 12 provide extra strength to the packaging.

20 Fig. 10 shows a strip of material of which the embodiment of Fig. 5 is made.

Claims

1. A stand alone packaging for tubes or similar products having a back wall 2 and front wall 3, which are linked together at the top side 4, further having a bottom wall 5 and a platform surface 6, which is linked to the back wall 2 and front wall 3.
2. A packaging according to claim 1 wherein the platform surface 6 is parallel to the bottom wall 5 and has an opening 7 in which the tube narrowly fits and platform surface 6 is connected by bottom wall 5 by an interior front wall 15 which becomes visible when opening back wall 2.
3. A packaging according to claims 1 and 2 wherein top side 4 in itself is a plane.
4. A packaging according to claims 1 to 3 wherein the packaging optionally has a pack board opening 13 at the top.
5. A packaging according to claims 1 to 4 wherein the pack board opening is located at top side 4.
6. A packaging according to claims 1 to 5 wherein the front wall is hinged to the top side 4 of the packaging and can be opened so as to remove the product inside.
7. A packaging according to claims 1 to 6 wherein the back wall 2 has a closing means, which links the bottom portion of back wall 2 to interior front wall 15.
8. A packaging according to claims 1 to 7 wherein back wall 2, at its bottom side, has a tab 8 that fits into an opening 9 at the fold between the bottom side of interior front wall 15, and bottom side 5.
9. A packaging according to claims 1 to 8 wherein the platform surface 6 may have one or more grooves 12, e.g. two grooves, which provide extra strength to platform surface 6.

10. A packaging according to claims 1 to 9 wherein the front 2 or front wall 3 have an opening 10 in which the sealed part of the tube fits.

11. A packaging according to claims 1 to 10 wherein the opening 10 is at the top of
5 back wall 2, in particular at the fold between top section 4 and back wall 2.

12. A strip of material, which can be transformed into a stand alone packaging as
claimed in claims 1 to 11 wherein the strip is linked together at two spots, one at the
top, the other at the spot at the front wall where platform surface 6 is linked to it.

5

ABSTRACT

Stand Alone Packaging for Tubes

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This invention relates to a stand alone packaging for tubes or similar products.

15

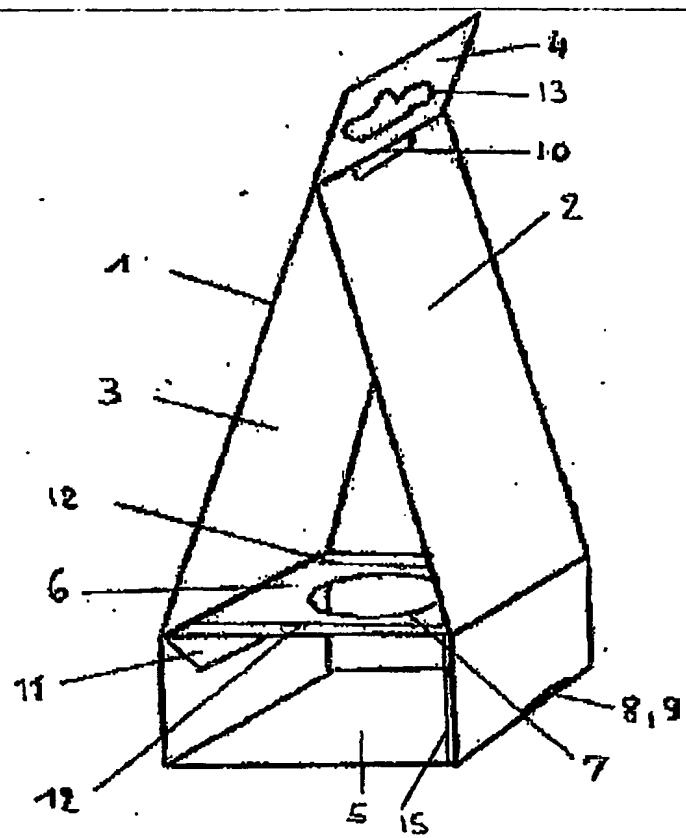


FIG.1

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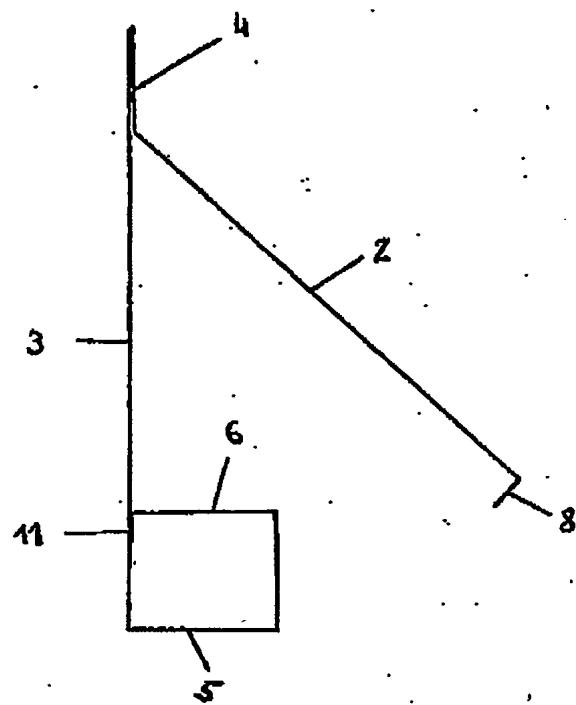


FIG 2

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25

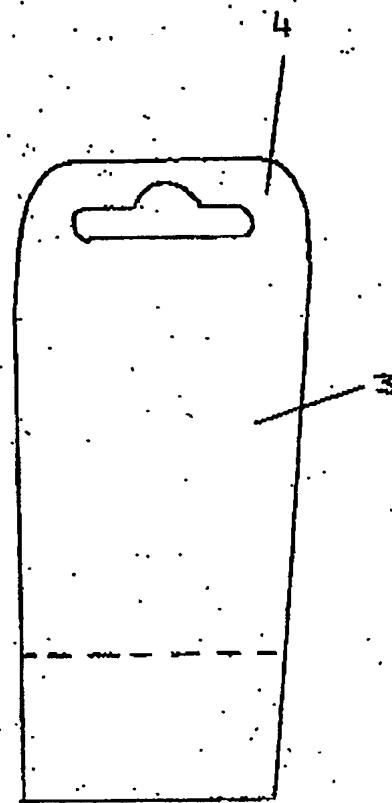


FIG.3

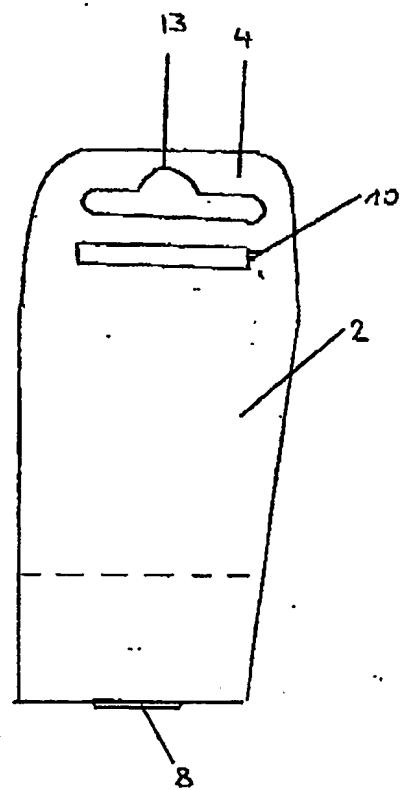


FIG.4

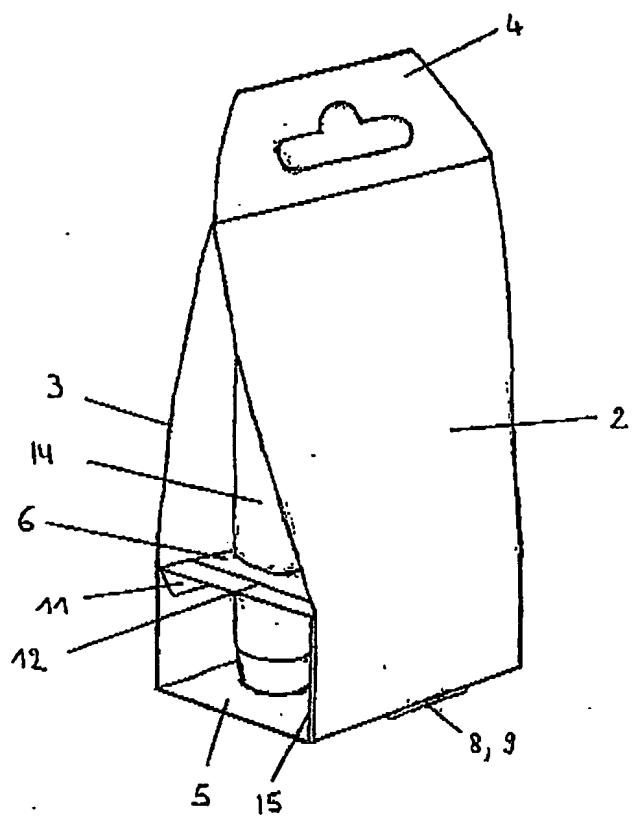


FIG.5

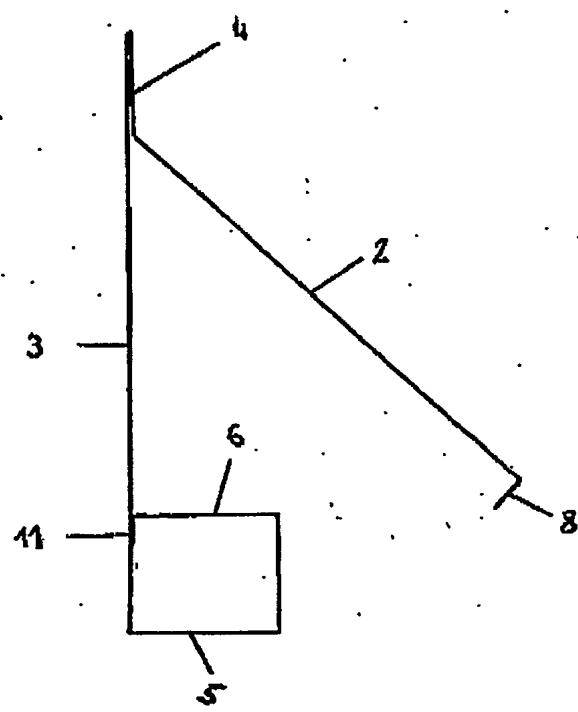


FIG.6

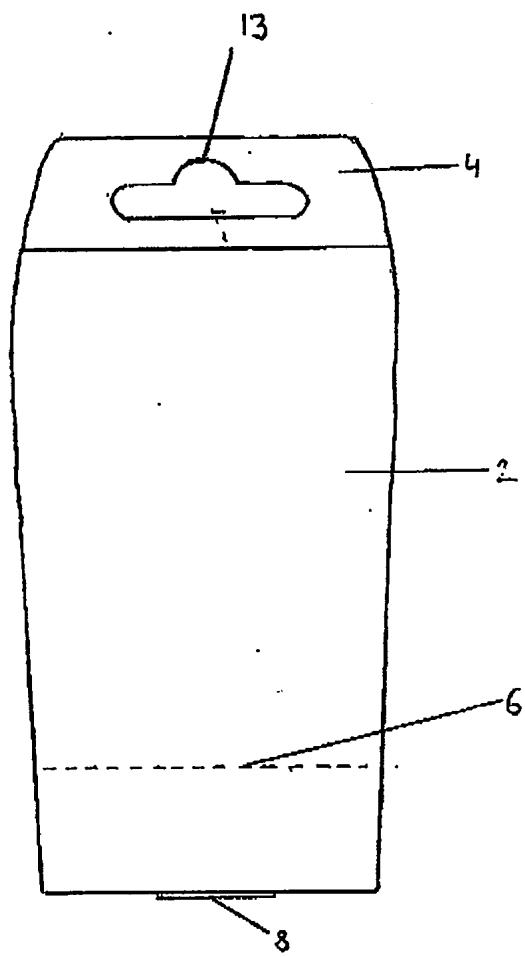


FIG.7

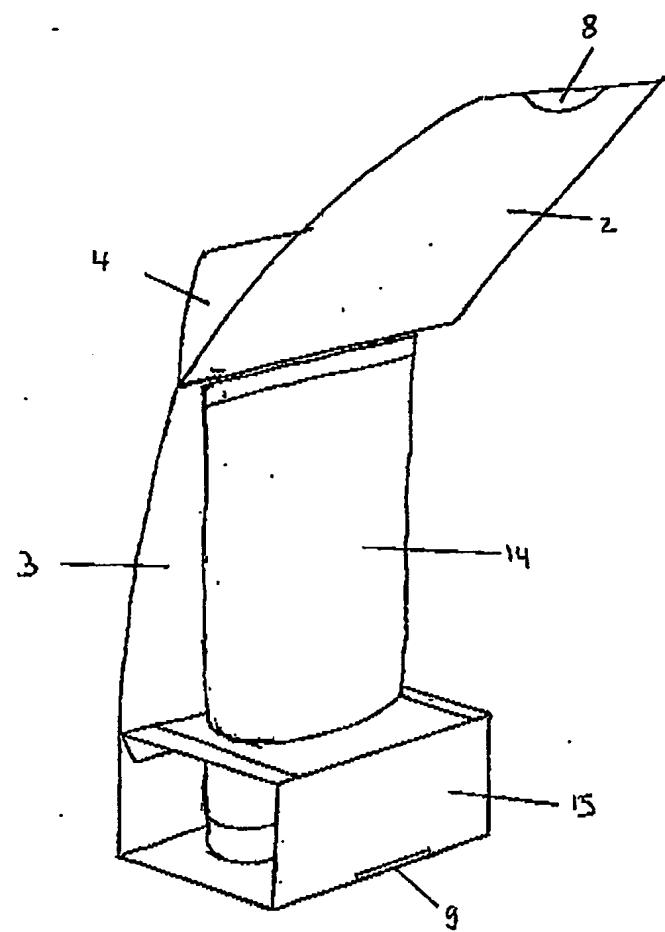


FIG.8

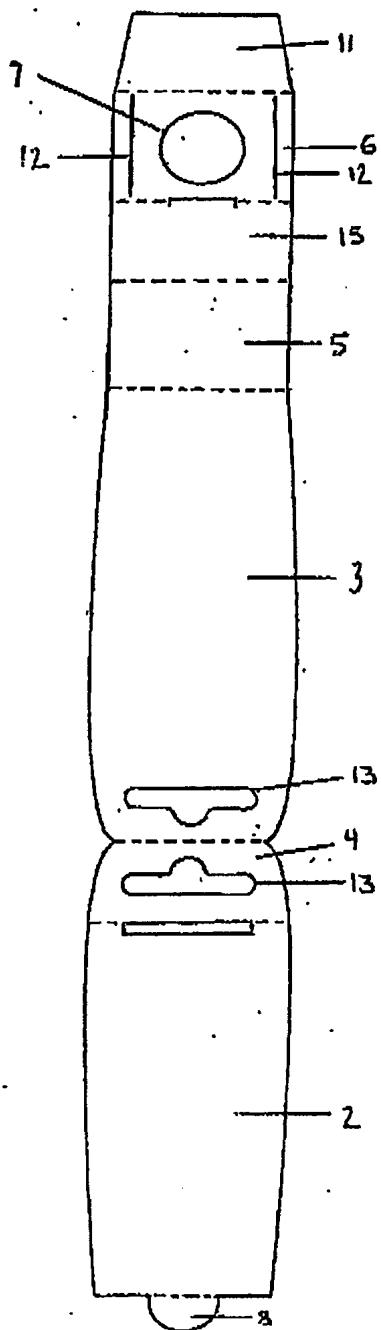


FIG. 9

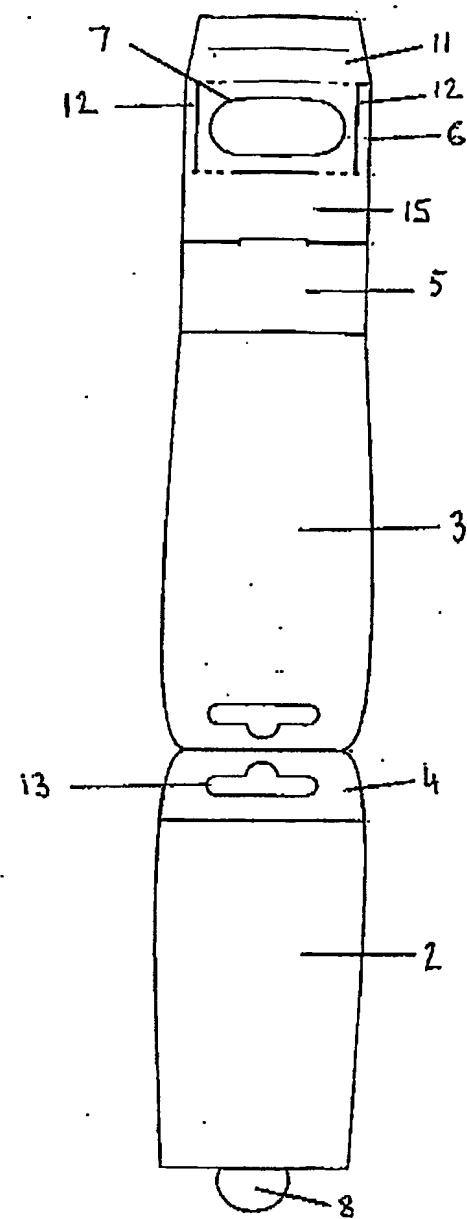


FIG. 10

Johnson & Johnson

EUROPEAN PATENT GROUP

DATE: May 27, 2002
TO: Madame GUICHET
FROM: DIRK WANTE
RE: BREVET "STAND ALONE PACKAGING FOR TUBES"

Chère Madame Guichet:

Comme promis par telephone, je vous envoie les dessins nr. 8 et nr 9.

Si problème, voulez-vous avoir la gentillesse de m'appeler. au 33 2 506 11 44.

Merci pour votre collaboration.



Dirk Wante
Mandataire

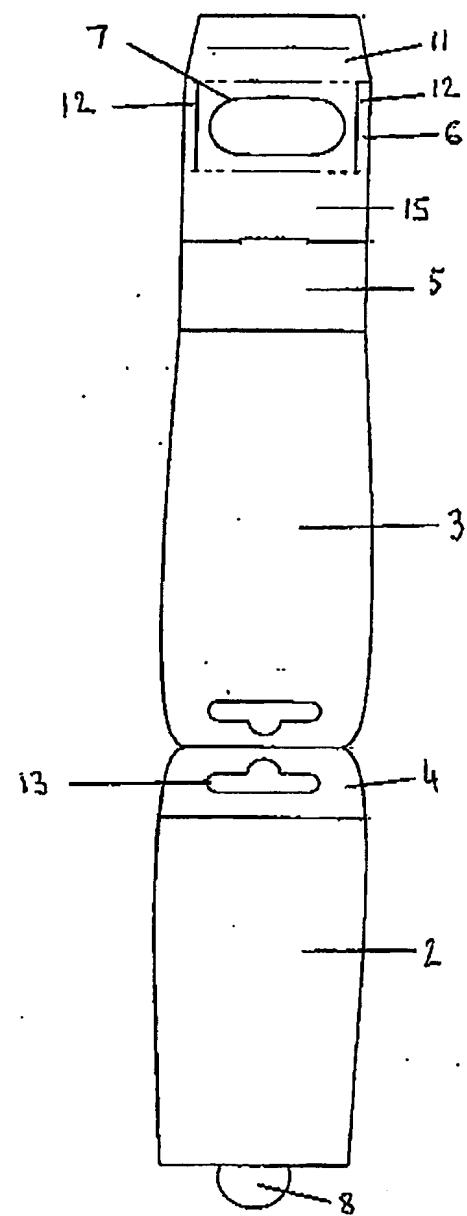


FIG. 10

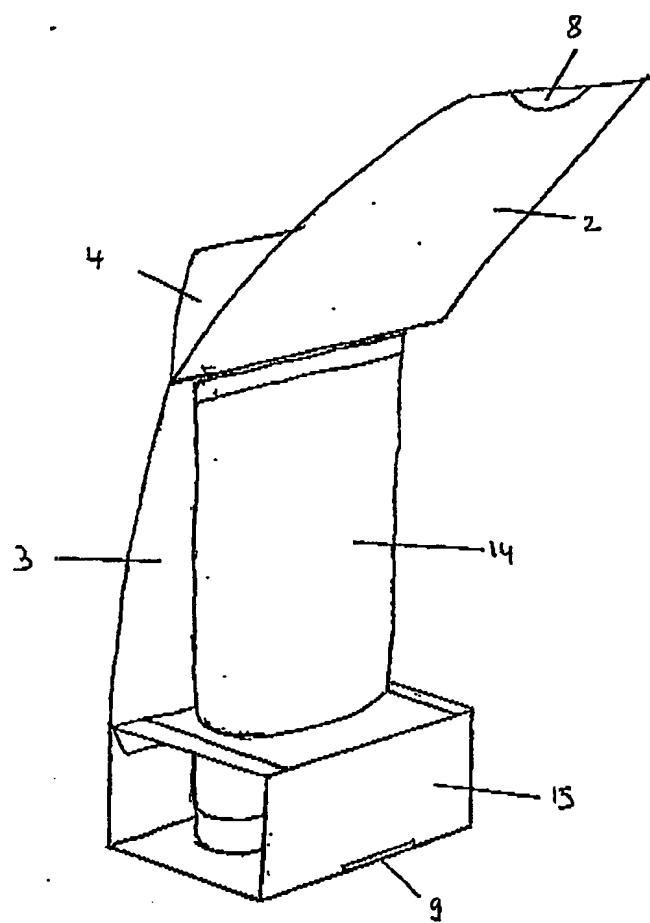


FIG.8

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